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AC Foods introduces Regenerative Organic Certified blueberries

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[AC Foods](#) has launched betterful, a line of Regenerative Organic Certified blueberries. betterful blueberries — introduced in April and available through September — are available in select Whole Foods, Sprouts, Bi-Rite, NewLeaf, Berkeley Bowl Marketplace and Oliver's locations. Grown in California and Oregon, betterful aims to change the way consumers think about fresh blueberries forever.

betterful started with the idea that good choices taste better. The brand's mission is to enhance every stage of the growing, harvesting and delivery process to provide berries that are tastier, fresher and healthier for our planet. Packed with antioxidants, essential vitamins and a naturally sweet flavor, betterful berries are the result of many good choices along the way.

betterful has pioneered a regenerative approach to growing its berries. Regenerative agriculture focuses on restoring natural resources, rebuilding landscapes and revitalizing the rural communities where betterful blueberries are grown. At the center of regenerative agriculture is soil health, which provides the nutrients needed to grow great tasting blueberries. Remarkably, the soil itself and the berries' deep root systems hold CO₂ in the soil that would otherwise be released into the atmosphere. Experts agree regenerative agriculture is an important step in mitigating the effects of climate change.

In 2024 after a rigorous certification process, betterful's Oregon farms will officially become Regenerative Organic Certified, a revolutionary certification that meets the highest standards in the world for soil health, animal welfare and farmworker fairness. To date they've certified 227 farms and ranches across the U.S., and betterful will be proud to be among the first blueberries to be Regenerative Organic Certified.

“As betterful blueberries continue to hit the shelves of leading retailers this spring, we are excited to bring a new level of flavor and sustainability to consumers,” said Sunnia Gull, vice president of marketing at AC Foods. “Our regenerative organic approach not only delivers exceptional taste but also reflects our dedication to nurturing the planet for future generations.”

More than just another blueberry brand, betterful is dedicated to sustainable farming practices that deliver exceptional flavor and quality. As betterful kicks off their first season, consumers can savor not just great taste, but also a commitment to nurturing our planet

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